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UNCLAS MAPUTO 000439

SIPDIS

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SUBJECT: RESULTS REPORT: IIP SPEAKER ANTHONY CARROLL

FOCUSES ON U.S.-AFRICA TRADE

1.Summary: Anthony Carroll, Vice-President of Manchester Trade, came to Mozambique as an IIP speaker to promote U.S.-Africa Trade, including speaking about the Africa Growth and Opportunity Act (AGOA) and the Millenium Challenge Account. Speaking primarily to student and business audiences, Carroll spoke to 250 people, successfully spreading the word about U.S. initiatives in Mozambique and sparking discussion about ways to increase trade between the two countries.

2.Name of Speaker and Dates of Program: Anthony Carroll, March 21-25, 2005.

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3.Summary of Topic, Venue and Audiences Addressed:

Carroll was programmed as a economic speaker about U.S.-Africa trade and investment in support of the MPP Economic Development goals. His primary audiences were members of the business community and students. Highlights included presentations to: (i) over 40 economics students at Superior Polytechnic Institute, one of the country's leading private colleges; (ii) over 25 graduating seniors at Eduardo Mondlane University, the nation's public university; (iii) 100 members of the business community and government officials at the Embassy sponsored Mozambique Entrepreneurship Forum; (iv) over 40 students at the American Corners at Mussa Bin Bique, a Muslim university in the North; (v) a dozen members of the business community in Nampula; and (vi) 35 members of the business community in Beira, the country's second largest city.

4.Audience Size: During his trip, Carroll directly addressed an audience of approximately 250 people.

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5.Effectiveness of Speaker in Communicating Intended

Messages to Target Audiences: Outstanding. Carroll gave two different presentations depending on the audience involved. Directed towards business communities, he spoke about "Myths and Truths of Doing Business with the U.S." In this lecture, he touched upon many important U.S. initiatives in Mozambique, including the Millenium Challenge Account and AGOA. To student audiences, he spoke about the creation of AGOA and the steps the U.S. has taken to increase trade between developing countries in Africa and the U.S. Both presentations hit home with their target audiences. Almost everywhere he went, his discussions sparked insightful questions and comments and certainly illustrated a continuing ignorance of ongoing U.S. policy and initiatives in Mozambique.

6.Quality of IIP Support: Post received excellent support from IIP.

7.Immediate Results/Impact: Carroll helped raise the profile

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of U.S. programs in Mozambique, especially among groups that do not normally have the opportunity to hear about such programs. Notable among his presentations was the lecture at the American Corners at Mussa Bin Bique University. The university is still in its nascent stages and has not yet reached the maturity of some of the other universities, but his lecture was well received among the staff and students and served important public diplomacy objectives. Carroll's presentation was also one of the highlights at the Entrepreneurship Forum, which was sponsored by the Embassy's economic/political section and reached many of the up and coming leaders of the Mozambican business community.

8. Press placement: Carroll was interviewed by TVM, the state-run national television station. Parts of his interview aired twice. His comments were first shown on March 23 on the nightly news highlighting the Entrepreneurship Forum. Other parts of his interview were shown on TVM's weekly economic show "Semanario Economico" on March 28. TVM has national coverage of up to 2,000,000 people.

9. Comment: Overall, Carroll's visit was outstanding. He did an excellent job at tailoring his presentations to different audiences, including being able to put his perspectives into a Mozambican context. His program also served to underscore the Public Affairs Section's ability to support important initiatives of other Embassy sections.

End Comment.

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